You'll want everyone to know...
This charming Mata Hari has just completed a fascinating mission behind the cigarette curtain. And now she knows why many Parliament smokers want everyone to know their cigarette is so special. The crush-proof box . . . the superb tobaccos . . . the luxurious flavor . . . and above all, the exclusive Mouthpiece that keeps the filter recessed a full quarter-inch. With Parliaments, only the flavor touches your lips!
You're so smart to smoke
Parliaments
ONLY THE FLAVOR
. . . TOUCHES YOUR LIPS

Source: https://www.industrydocuments.ucsf.edu/docs/nymn0003
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